

## Head of Fundraising and Marketing

**Reporting to:** Chief Executive

**Accountable to:** Board of Trustees

**Location:** Hybrid: flexible working with 2-3 days/week at our Dorset HQ

**Hours:** 37.5 hours per week, with occasional flexibility to work evenings and weekends as required

**Salary:** £45,000 - £50,000 (dependent on experience)



### Main Purpose of the Role

The Head of Fundraising & Marketing will be responsible for developing and executing a multi-channel fundraising and communications strategy to secure sustainable income growth.

You will lead a team of fundraising and communications professionals, collaborating closely with the senior leadership team to ensure that fundraising, marketing and operational goals align with the charity's overall objectives.

The role also involves shaping the public perception of the charity through effective brand management and innovative communications.

### Key Responsibilities

#### 1. Strategic leadership



- Develop and implement a robust, multi-channel fundraising and marketing strategy to meet agreed income targets and support long-term sustainability.
- Work closely with the CE and trustees to align fundraising efforts with the strategic goals of the charity.
- Actively contribute to the senior leadership team, shaping organisational policies and strategic direction, ensuring the integration of fundraising, marketing and operational activities.

#### 2. Team leadership and development



- Lead, manage and inspire the Fundraising & Marketing team, fostering a collaborative and positive culture.
- Mentor and support team members in achieving their professional development goals, ensuring they have the skills and confidence to perform effectively.
- Regularly monitor and review team performance to meet income generation and communication objectives.

### 3. Income generation



- Drive the development of high-value income streams, including major donor fundraising, corporate partnerships, individual giving, legacies, community fundraising and events.
- Proactively seek new opportunities to secure long-term funding through well-targeted funding applications and corporate proposals.
- Oversee the growth of our supporter base through effective donor acquisition and stewardship strategies, ensuring excellent supporter journeys.
- Review current data systems and website to enhance communication and reporting.
- Ensure ROI is maximised by allocating resources efficiently and targeting high-value fundraising opportunities.

### 4. Stakeholder engagement and relationship building



- Understand who our supporter is and be their champion.
- Carry out regular research to ensure that we are meeting stake holder needs.
- Build and maintain strong relationships with key stakeholders, including major donors, corporate partners, volunteers, trustees and community supporters.
- Develop compelling narratives and stories of the charity's impact to engage donors and encourage continued support.

### 5. Marketing and communications

- Oversee the development of marketing materials and campaigns that effectively communicate the charity's mission, vision and achievements to various audiences.
- Lead the management of digital platforms, ensuring consistent and inspiring content across all channels, including the website, social media, email and printed materials.
- Ensure that brand messaging is consistent, clear and aligned across the charity to enhance public recognition and reputation.
- Grow awareness of the charity at a local and national level, monitoring success through market research.
- Develop relationships with media partners to create a meaningful pipeline of information sharing.

### 6. Operational excellence



- Ensure compliance with data protection laws, fundraising regulations and ethical guidelines across all fundraising and marketing activities.
- Review and improve the use of CRM systems to track donor engagement, monitor income and ensure data integrity and transparency.
- Work closely with finance and operations teams to oversee the management and monitoring of fundraising budgets.

## Person Specification

### Essential criteria



- Proven track record of leading successful fundraising campaigns across multiple income streams, including major donor fundraising, corporate partnerships and individual giving (including legacy fundraising).
- Extensive experience in managing and developing high-performing teams.
- Strategic thinking with the ability to develop and implement multi-year fundraising and communications strategies.
- Strong financial management skills, with demonstrable experience in setting and managing budgets and delivering ROI on fundraising activities.
- Excellent stakeholder engagement skills, with the ability to build and maintain strong relationships with donors, partners and ambassadors.
- Exceptional communication skills, both written and verbal, with experience in developing engaging marketing materials and digital content.
- Strong understanding of data protection laws, fundraising regulations and CRM systems.
- Passion for animal welfare and an empathy with the charity's mission.

### Desirable criteria



- A strong knowledge of online fundraising platforms and digital giving strategies.
- Experience in branding and PR.
- Experience using Raiser's Edge.

### Other requirements

- Willingness to travel across Dorset and Devon to meet key stakeholders and attend events.
- Ability to work flexibly, including occasional evenings and weekends.

### Benefits

- Competitive salary range: £45,000 - £50,000 per annum.
- 25 days of holiday plus public holidays.
- Pension contribution scheme.
- Flexible hybrid working options, with time off in lieu (TOIL).
- Access to professional development opportunities.

